GOVERNMENT OF INDIA
COMMERCE AND INDUSTRY
LOK SABHA

UNSTARRED QUESTION NO:1080
ANSWERED ON:24.11.2000
UPGRADATION OF TEA
ANANDRAO ADSUL;CHANDRAKANT BHAURAO KHAIRE

Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

(a) whether the Government are considering to initiate quality upgradation programme for tea;

(b) if so, the details thereof; and

(c) the steps being taken in this direction?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY (SHRI OMAR ABDULLAH)

(a) to (c): Yes, Sir. Tea Board has already launched a Quality Upgradation Programme on pilot basis with effect from 11.7.2000 in the Nilgiris district of Tamil Nadu. The programme launched with help of United Planters Association of South India (UPASI) aims at creating awareness among the Small Growers and the manufacturers of tea regarding importance of adopting finer plucking standards and improvement of manufacturing process of tea for realisation of remunerative prices for their end product. The other salient features of the programme include, Quality awareness campaign in different villages, publicity, including advertisements, films, posters, notices etc. and organising quality awareness seminars/conferences/farmers meet etc. for growers as well as factory managers.

Non-Governmental organisations, Assam Agricultural University and North Bengal University have also been associated in implementing the programme in the other tea growing areas of Assam and West Bengal.